

50-Point Professional Editing Checklist

#	Professional Editing Checklist
1	Import RAW files only – preserves data for HDR real estate editing
2	Backup immediately – prevents lost shoots
3	Apply lens profile – fixes distortion before anything else
4	Set camera profile to Adobe Standard – neutral start
5	Cull ruthlessly – only best angles
6	Merge brackets for HDR – 3 exposures ideal
7	White balance from neutral surface – consistency anchor
8	Sync WB across same room – prevents color drift
9	Recover highlights – saves window detail
10	Lift shadows – opens dark corners
11	Set white point – avoids gray haze
12	Set black point – adds depth
13	Clarity +5 to +10 max – avoids HDR look
14	Dehaze +5 for exteriors – cuts atmospheric haze
15	Vertical correction – use guided transform
16	Crop to 4:3 for MLS – fits most portals
17	Straighten horizon on drone – critical for trust
18	Window pull blend – 30% opacity for realism
19	Color correct mixed lighting – local adjustments
20	HSL: reduce yellow saturation – fixes lamp cast

21	HSL: reduce cyan in shadows – fixes blue kitchen
22	Remove sensor dust – check sky at 200%
23	Object removal: cords – clone stamp
24	Object removal: toiletries – healing brush
25	TV screen replacement – neutral art
26	Mirror cleanup – remove photographer
27	Sky replacement – match light direction
28	Lawn enhancement – selective greens
29	Pool color correction – aqua not neon
30	Driveway cleanup – remove stains
31	Fireplace glow – subtle warmth
32	Noise reduction luminance 25 – clean shadows
33	Sharpening amount 80, masking 85 – architecture only
34	Local dodge on dark corners – adds depth
35	Local burn on blown windows – recovers detail
36	Check color consistency side-by-side – Lightroom survey mode
37	Export full-size master TIFF – archive
38	Export web JPEG 2048px – fast loading
39	Convert to sRGB – web standard
40	Rename files with address – realtor friendly
41	Check file size under MLS limit (usually 15MB)
42	Verify no watermarks for MLS – most prohibit

43	Create folder: Final_Delivery_Date
44	Include before/after for key shots – builds trust
45	Run The 10-Second Buyer Impression Test – does image read instantly?
46	Run The Property Storytelling Checklist – does order flow: exterior → living → kitchen → beds → yard?
47	Run The Editing Confidence Score – rate 1-10, redo if under 8
48	Check on phone screen – 80% of buyers view mobile
49	Check on calibrated monitor – color truth
50	Deliver with checklist PDF – shows professionalism